

### **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (currently amended) A system for facilitating the integration and delivery of data available over a network, said system comprising:
  - at least one user system connected to the network;
  - one or more host computer components coupled to the network;
  - at least one publicly available data store and at least one private data store,said at least one publicly available data store and said at least one private data store coupled to said one or more host computer components;
  - said one or more host computer components configured to acquire public data from said at least one publicly available data store, wherein said public data is determined by private data; acquire said private data from said at least one private data store; integrate said public data and said private data to form integrated data; and format and deliver said integrated data to said user system over the network.
2. (previously presented) The system of claim 1, wherein said at least one user system comprises a personal computer.
3. (previously presented) The system of claim 1, wherein said at least one user system comprises a wireless device.
4. (previously presented) The system of claim 3, wherein said wireless device is a personal digital assistant.
5. (previously presented) The system of claim 3, wherein said wireless device is a wireless telephone.
6. (previously presented) The system of claim 1, wherein said at least one user system comprises a computer configured to automatically retrieve and store said integrated data.
7. (previously presented) The system of claim 1, wherein said at least one user system is configured to display said integrated data using a browser configured to communicate over the network.

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8. (previously presented) The system of claim 1, wherein said at least one user system is configured to display said integrated data using a network interface device configured to communicate over the network.

9. (previously presented) The system of claim 1, wherein said one or more host computer components include a web server and an application server.

10. (currently amended) The system of claim 9, wherein said web server comprises:

- a data request handler configured to receive data from said at least one user system, invoke and receive data from said a network security service, invoke and receive data from said a personal profile service, invoke and receive data from said a public data service, invoke and receive data from said a private data service and format and transfer requested data to said at least one user system;

- a said network security device configured to be invoked by and return data to said data request handler and to invoke and receive data from said application server;

- a said personal profile service configured to be invoked by and return data to said request handler and to invoke and receive data from said application server;

- a public data service configured to be invoked by and return data to said data request handler and to invoke and receive data from said application server; and

- a private data service configured to be invoked by and return data to said data request handler and to invoke and receive data from said application server;

wherein said data request handler, said network security service, said personal profile service, said public data service and said private data service communicate with one another;

11. (previously presented) The system of claim 9, wherein said application server comprises:

- a transactional aggregation utility configured to receive and aggregate transactional data;

- a content aggregation utility configured to receive and aggregate content data;

- a personal profile utility configured to receive personal profile data;

a network security utility configured to receive and process one or more requests for authentication data;

a content management utility configured to manage content; and

an interactive presentation utility configured to process data for presentation.

wherein said a transactional aggregation utility, said content aggregation utility, said personal profile utility, said network security utility, said content management utility and said interactive presentation utility communicate with one another;

12. (previously presented) The system of claim 11, wherein said personal profile utility includes a personal profile data store and a personal preferences data store.

13. (previously presented) The system of claim 12, wherein said personal profile data store comprises a read-optimized data store.

14. (previously presented) The system of claim 11, wherein said transactional aggregation utility receives and aggregates company transactional data and business partner transactional data.

15. (previously presented) The system of claim 11, wherein said content aggregation utility receives and aggregates company content data and business partner content data.

16. (previously presented) The system of claim 11 wherein said personal profile utility receives user registration data, click-stream data from content pages and click-stream data from transactional pages.

17. (previously presented) A method of integrating and delivering data available over a network, said method including the steps of:

acquiring public data from at least one publicly available data store coupled to said network, wherein said public data is determined by private data;

acquiring said private data from at least one private data store coupled to said network;

integrating said public data and said private data to form integrated data; and delivering said integrated data to a user system.

18. (previously presented) The method of claim 17, wherein:

said step of acquiring said public data includes the step of interactively updating said public data in accordance with changes to said at least one publicly available data store; or

said step of acquiring said private data includes the step of interactively updating said private data in accordance with changes to said at least one private data store.

19. (previously presented) The method of claim 17, wherein said integrating step includes the step of customizing said public data and said private data in accordance with a personal profile utility.

20. (previously presented) The method of claim 29, wherein said personal profile utility comprises a personal profile data store and a personal preferences data store.

21. (previously presented) The method of claim 19 wherein said customizing step includes the step of translating said public data and said private data in accordance with a data request services profile.

22. (previously presented) The method of claim 17, wherein said delivering step includes the step of initiating delivery of said integrated data automatically in accordance with a personal profile utility.

23. (previously presented) The method of claim 17, wherein said delivering step includes delivering said integrated data to said user system using a browser configured to communicate over the network.

24. (previously presented) The method of claim 17, wherein said delivering step includes delivering said integrated data to said user system using a network interface device configured to communicate over the network

25. (previously presented) The method of claim 17, wherein said delivering step includes delivering said integrated data to said user system, said user system comprising a personal computer.

26. (previously presented) The method of claim 17, wherein said delivering step includes delivering said integrated data to said user system, said user system comprising a wireless device.

27. (previously presented) The method of claim 26, wherein said wireless device is a personal digital assistant.

28. (previously presented) The method of claim 26, wherein said wireless device is a wireless telephone.

29. (previously presented) The method of claim 17, wherein said delivering step includes delivering said integrated data to said user system, said user system comprising a computer configured to automatically retrieve and store said integrated data.

30. (previously presented) A method for facilitating the receipt of public and private data, said method comprising the steps of:

accessing a network;

accessing a host computer system coupled to said network;

requesting at least one item of public data from at least one publicly available data store;

requesting at least one item of private data from at least one privately available data store; and

receiving said at least one item of public data and said at least one item of private data.

31. (previously presented) The method of claim 30, wherein said receiving step includes the step of receiving said at least one item of public data and said at least one item of private data at approximately the same time.

32. (new) The system of claim 1, wherein said private data includes private transactional data.

33. (new) The system of claim 1, wherein said host computer component comprises an interactive presentation utility configured to format the public data based upon the private data.

34. (new) The system of claim 1, wherein said private data includes spending habit data and said public data includes promotion data.

35. (new) The method of claim 17, wherein acquiring private data includes acquiring private transactional data.

36. (new) The method of claim 17, wherein said formatting the integrated data includes formatting the public data based upon the private data.

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